

BINOD BIMALI

Asst. Sales Manager

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SUMMARY

Experienced Assistant Sales Manager with over 6 years in sales and marketing across the hospitality and pharmaceutical industries. Proven ability to drive revenue growth through targeted sales strategies, effective account management, and market analysis. Skilled in managing corporate and MICE segments, overseeing budgets and forecasts, and leading teams to achieve sales goals. Strong communicator, adept at building relationships with clients and stakeholders, and consistently meeting or exceeding sales targets in competitive markets. Focused on delivering measurable results and optimizing sales processes for business success.

CORE COMPETENCIES

Data Analytics	Client Relation Management	Budgeting and Allocation
Brand Management	Strategic Decision	Negotiaion and Closure
Microsoft Suite	Revenue Management	Communication
Event Planning	Social Media Marketing	Team Management

PROFESSIONAL EXPERIENCE

Multi Property Asst. Sales Manager | Nepalirika Hotel Pvt. Ltd. **April 2024 - Present**

- Enhanced client retention by 15%, establishing loyalty programs and delivering personalized guest experiences for corporate and leisure clients.
- Secured long-term contracts with key accounts, contributing to a 20% increase in recurring revenue across corporate, leisure, and MICE segments.
- Collaborated on marketing budgets and campaigns, optimizing spend allocation to achieve a 12% boost in direct booking revenue and enhancing overall ROI.

Sales Executive | Soaltee Westend Itahari Pvt. Ltd. **Jun 2023 - Apr 2024**

- Coordinated with media representatives and sponsors for press releases and promotions, reaching wider audience and generating more traffic.
- Improved RevPAR by 10% through accurate forecasting, pricing adjustments, and competitor analysis to maximize revenue streams.
- Increased top client spend by 23% quarterly by managing a portfolio of 50+ accounts and designing customized packages.

Business Development Executive | Medihub Pharmaceuticals Pvt. Ltd. **Oct 2020 - Jun 2023**

- Conducted strategic CME sessions, driving a 20% increase in prescription adoption for key products.
- Built and maintained strong client relationships, ensuring a 98% satisfaction rate and consistent feedback for product enhancements.
- Streamlined communication channels between clients and internal teams, resulting in faster resolution times and improved service delivery.

Marketing Representative | Qmed Formulation Pvt. Ltd.

Mar 2018 - Oct 2020

- Monitored budget and year-end projections monthly to direct on-track performance to achieve targets.
- Achieved a 12% increase in sales by implementing upsell strategies and customer-focused solutions.
- Represented the company at industry events, increasing brand visibility and generating high-quality leads.

EDUCATION

Master of Business Administration, University of Sunderland

In Progress

(MBA) Business Development Institution - ISMT College Biratnagar, Nepal

Bachelors of Business Administration, University of Wolverhampton

Apr 2014 - Mar 2018

BA(Hons) International Business Management Institution - Biratnagar International College, Nepal

CERTIFICATIONS

Advanced Hotel Revenue - Typsy - 2024

Digital Marketing - Google Garage - 2018

Customer Service Recovery - Typsy - 2023

Business Development: Strategic Planning - LinkedIn - 2024

Sales Performance Measurement and Reporting - LinkedIn - 2024